| Ref<br># | Hits  | Search Query                                      | DBs                            | Default<br>Operat<br>or | Plural<br>s | Time Stamp          |
|----------|-------|---|--------------------------------|-------------------------|-------------|---------------------|
| L1       | 14061 | "725"/\$.ccls.                                    | US-PGPU<br>B;<br>USPAT;<br>EPO | OR                      | ON          | 2007/05/08<br>18:26 |
| L2       | 4973  | L1 and interactive                                | US-PGPU<br>B;<br>USPAT;<br>EPO | OR                      | ON          | 2007/05/08<br>18:26 |
| L3       | 4751  | L2 and video                                      | US-PGPU<br>B;<br>USPAT;<br>EPO | OR                      | ON          | 2007/05/08<br>18:26 |
| L4       | 543   | L3 and promotion                                  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR                      | ON          | 2007/05/08<br>18:26 |
| L5       | . 79  | L4 and (product near3 (data or inforamtion))      | US-PGPU<br>B;<br>USPAT;<br>EPO | OR                      | ON          | 2007/05/08<br>18:26 |
| L6       | 50    | L5 and (broadcast\$3 near3 (data or information)) | US-PGPU<br>B;<br>USPAT;<br>EPO | OR                      | ON          | 2007/05/08<br>18:26 |
| L7       | 0     | 6 and "merchant product volum information"        | US-PGPU<br>B;<br>USPAT;<br>EPO | OR                      | ON          | 2007/05/08<br>18:26 |
| L8       | 0     | 6 and "merchant product volume information"       | US-PGPU<br>B;<br>USPAT;<br>EPO | OR                      | ON          | 2007/05/08<br>18:27 |
| L9       | 3956  | broadcast\$3 and promotion                        | US-PGPU<br>B;<br>USPAT;<br>EPO | OR                      | ON          | 2007/05/08<br>18:27 |
| L10      | 0     | 9 and "merchant product volume information"       | US-PGPU<br>B;<br>USPAT;<br>EPO | OR                      | ON          | 2007/05/08<br>18:28 |

| L11 | 735  | 9 and ("product data" or "product information") | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:28 |
|-----|------|---|--------------------------------|----|----|---------------------|
| L12 | 27   | 11 and (merchant near8 volume)                  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:29 |
| L13 | 12   | 11 and (merchant near8 volume)                  | USPAT                          | OR | ON | 2007/05/08<br>18:35 |
| L14 | 4    | 12 and (volume near8 information)               | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:36 |
| L15 | 58   | 11 and "volume information"                     | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:37 |
| L16 | 46   | 15 and merchant                                 | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:37 |
| L17 | 2    | 16 and (merchant near9 information)             | USPAT                          | OR | ON | 2007/05/08<br>18:37 |
| S1  | 9582 | "725"/\$.ccls.                                  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:26 |
| S2  | 22   | S1 and (interactive and (video adj cast\$3))    | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>17:56 |
| S3  | 43   | S1 and (interactive and (video near3 cast\$3))  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>17:56 |
| S4  | 46   | S1 and (interact\$3 and (video near3 cast\$3))  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>17:57 |

| S5  | 407  | S1 and (interact\$3 and cast\$3)                           | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:00 |
|-----|------|--|--------------------------------|----|----|---------------------|
| S6  | 393  | S5 and video   | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>17:57 |
| S7  | 136  | S6 and (promotion or promot\$3)                            | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23 18:01    |
| S8  | 59   | S7 and credit  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23 18:01    |
| S9  | 5    | S8 and (future near3 (purchase or buying or transaction))  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23 18:01    |
| S10 | 3    | S9 and (history or profile)                                | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:54 |
| S11 | 5407 | video and interact\$3 and cast\$3                          | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23 18:00    |
| S12 | 1515 | S11 and (promotion or promot\$3)                           | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23          |
| S13 | 37   | S12 and (future near3 (purchase or buying or transaction)) | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:01 |
| S14 | 36   | S13 and credit   | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:01 |

| S15 | 34  | S14 and (history or profile)                           | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23 18:31    |
|-----|-----|--|--------------------------------|----|----|---------------------|
| S16 | 25  | S15 and preference                                     | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:31 |
| S17 | 18  | S16 and income   | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:01 |
| S18 | 7   | S17 and gender   | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:02 |
| S19 | . 1 | S18 and server   | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:02 |
| S20 | 1   | S18 and (server or database)                           | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23 18:03    |
| S21 | 3   | S10 and (product near5 information)                    | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:54 |
| S22 | 3   | S21 and (time or season or date or "mercahnt product") | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>19:30 |
| S23 | 3   | S22 and frequency                                      | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>19:35 |
| S24 | 0   | S23 and calendar                                       | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23 19:35    |

| S25 | . 3   | S23 and (date and month)                           | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>19:35 |
|-----|-------|--|--------------------------------|----|----|---------------------|
| S26 | 12435 | "725"/\$.ccls.                                     | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:26 |
| S27 | 4425  | S26 and interactive                                | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:26 |
| S28 | 4227  | S27 and video                                      | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:26 |
| S29 | 485   | S28 and promotion                                  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:26 |
| S30 | 1     | S29 and ("product data" and "broadcast segment")   | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:28 |
| S31 | . 72  | S29 and (product near3 (data or inforamtion))      | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:29 |
| S32 | 48    | S31 and (broadcast\$3 near3 (data or information)) | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:26 |
| S33 | 202   | S29 and (product near3 (data or information))      | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:29 |
| S34 | 141   | S33 and (broadcast\$3 near3 (data or information)) | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23 18:29    |
| S35 | 50    | S33 and (broadcast\$3 near3 (data or information)) | USPAT                          | OR | ON | 2006/08/23<br>18:31 |

| S36 | 2    | S35 and ((custom\$7 or personal\$7) near8 shopping) | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON      | 2006/08/23<br>18:30 |
|-----|------|---|--------------------------------|----|---------|---------------------|
| S37 | 31   | S35 and shopping                                    | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON      | 2006/08/23<br>18:31 |
| S38 | 24   | S37 and (history or profile)                        | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON      | 2006/08/23<br>18:31 |
| S39 | 19   | S38 and preference                                  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON<br>, | 2006/08/23<br>18:32 |
| S40 | ' 11 | S39 and segment                                     | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON      | 2006/08/23 18:32    |